

generating a stream for each match in the bracket, wherein the stream is associated with the user accounts assigned to the corresponding match; and distributing the generated stream to one or more user devices over a communication network.

11. The method of claim **10**, wherein assigning each of the qualified user accounts to a match includes determining a seeding for each of the qualified user accounts.

12. The method of claim **10**, further comprising weighting the specified parameters based on one or more preferences of a tournament organizer associated with the request.

13. The method of claim **10**, further comprising tagging the stream to indicate data regarding the corresponding match.

14. The method of claim **13**, wherein the stream is tagged to indicate at least one of a player, team, game title, rank designation, or type of in-game event.

15. The method of claim **10**, further comprising generating a notification that includes a link to the stream when tracked gameplay data associated with the corresponding match meets one or more stored metrics associated with a predefined designation of notability.

16. The method of claim **15**, wherein the link is associated with the predefined achievement, and wherein selection of the link initiates a jump directly to a portion of the stream associated with the predefined designation.

17. The method of claim **15**, further comprising sending the notification to a subscriber device based on the predefined designation of notability corresponding to one or more subjects of interest indicated in a profile associated with the subscriber device.

18. The method of claim **1**, further comprising: filtering a plurality of streams associated with the bracket based on a selected parameter; and generating a display of the filtered streams, wherein at least one stream is associated with a visual indicator regarding a predefined designation of notability.

19. A non-transitory computer-readable storage medium, having embodied thereon a program executable by a processor to perform a method for online tournament streaming, the method comprising:

tracking real-time gameplay data associated with a plurality of user accounts, the tracked data indicating gameplay of a plurality of game titles;

receiving a request for a tournament, wherein the request further specifies one or more parameters for one or more of the game titles;

ranking the user accounts based on the gameplay data that meets the specified parameters for the specified game titles;

identifying a set of the user accounts as qualified for the tournament based on the assigned ranking;

assigning each of the qualified user accounts to a match within a bracket of the tournament based on the ranking;

generating a stream for each match in the bracket, wherein the stream is associated with the user accounts assigned to the corresponding match; and

distributing the generated stream to one or more user devices over a communication network.

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